REQUEST FOR PROPOSALS
To Lease and Operate Cafés or Recreational Concessions
At Union Square Park

CITY AND COUNTY OF SAN FRANCISCO
LONDON BREED, MAYOR

SAN FRANCISCO RECREATION and PARK COMMISSION
Commissioner MARK BUELL President
Commissioner KAT ANDERSON Vice President
Commissioner LAURENCE GRIFFIN
Commissioner JOE HALLISY
Commissioner ANNIE JUPITER JONES
Commissioner VANITA LOUIE
Commissioner LARRY MAZZOLA
NOTICE

In order to directly receive any possible amendments to or additional information regarding this RFP you must e-mail Neal.Patel@sfgov.org to register as a potential applicant. Please include all contact information: name, email, address and phone number.

All proposals must be received by Property Management of the Recreation and Park Department no later than 3 p.m. on June 9, 2023.

Late proposals will not be accepted.

Issued: April 10, 2023
Union Square History

Union Square’s history dates from the earliest days of San Francisco. In 1850, John Geary, San Francisco’s first mayor, granted the three acres to the newly incorporated city on the condition that it would always be a public park. Its open, windy sand dunes housed prospector encampments during the Gold Rush, and gave “sandlot baseball” games their name. It has been suggested that the square’s name comes from the pro-Union demonstrations held there during the Civil War. On April 20, 1865, 14,000 people gathered in Union Square to mourn President Lincoln.

By the late 1870s, Cable Cars were moving along Powell and Geary streets, and the district around Union Square was becoming a vibrant mix of residences, shops, and churches. In the early 1900s, Union Square was redesigned to celebrate San Francisco’s role in the Spanish American War. The 90-foot Corinthian granite column at its center was dedicated by President Roosevelt in 1903 in honor of Admiral Dewey’s Bay of Manila victory in 1898. The Dewey Monument is crowned with a bronze goddess of Victory bearing a trident and a laurel wreath. Sculpted by Robert Aitken, the goddess is modeled after the young Alma de Brettville Spreckels, a San Francisco socialite and philanthropist who was ultimately known as the “Great Grandmother of San Francisco.”

After the 1906 earthquake, the area became the city’s premiere shopping district. In 1908, the 13-story Hotel Saint Francis, which had been gutted after the earthquake, was rebuilt and expanded. It remains the tallest structure facing the square. With the advent of automobiles, street parking quickly became difficult, prompting local businesses to create the Union Square Garage Corporation in 1937, and on May 31, 1941, ground was broken for the world’s first underground garage. Bay Area architect, Timothy Pflueger, was largely responsible for the final design.

Union Square has been redesigned many times, but changes have generally followed the site’s natural topography, a sloping bowl-shaped space that allows for visual access throughout the site. In 1997, the San Francisco Prize Coalition and the City of San Francisco announced, “Toward a More Perfect Union: An International Design Competition for the Future of Union Square,” which received 309 submissions from across the country and around the world. The winning entry, “All the Square is a Stage,” designed by MD Fotheringham, Landscape Architects in partnership with April Philips Design Works, improved access and visibility into the Square. The design included a cafe with plentiful open-air seating, a symphony-sized stage, and new concession facilities. The renovations were completed in August 2002.

Union Square Plaza is the heart of the Union Square business improvement district (BID), which was authorized in 1999 and was first such entities in San Francisco. They recently changed their name to Union Square Alliance and the Alliance provides marketing, public realm beautification, and advocacy for the district.

The first tenants to lease the spaces were Emporio Rulli Café (who later added Bancarella Café), Sees Chocolates, and Tix ticket booth. Currently, the spaces are operated by Mc Calls on a month-to-month lease.
# Summary of the RFP

## Union Square Park Cafes and Concessions

<table>
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<th>Opportunity</th>
<th>Lease of two concession and storage spaces in historic Union Square, the heart of San Francisco’s historic shopping and tourist district, which may be bid on separately or together.</th>
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<tr>
<td>Location/Premises</td>
<td>Union Square is bordered by Post, Stockton, Geary, and Powell Streets. The premises include the East Complex and West Complex, depicted in Figure 1 on page 9, as well as storage in Union Square Garage.</td>
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<tr>
<td>Financial Requirements</td>
<td>Respondents should propose a revenue sharing arrangement where rent is a percent of gross revenues (“Percentage Rent”). In addition, respondents should include a minimum annual guarantee (“MAG”) to be paid on a monthly basis and increased annually by CPI. Rent will be the higher of the Percentage Rent or the MAG each month. The Lessee will be responsible for repair and improvements of the premises (see Section II.D. below) and is required to maintain insurance coverage in the minimum amounts as described in Section 19 of Appendix A.</td>
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<tr>
<td>Suggested Lease Term</td>
<td>The Recreation and Park Department (“Department”) is open to lease terms of not less than three years but not exceeding 15 years.</td>
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<tr>
<td>Selection Process</td>
<td>Responses will be evaluated by a selection committee and ranked on how well they meet the project objectives and selection criteria described in this RFP. The Department may request additional information from respondents during the evaluation process. The lease must be approved by the Recreation and Park Commission. In addition, if the term exceeds 10 years or the total rent exceeds $1,000,000 the San Francisco Board of Supervisors must approve the lease.</td>
</tr>
<tr>
<td>Pre-submittal Site Visit and Meetings</td>
<td>The Department will host a pre-submittal meeting on Tuesday, April 25 at 10:00am in the Elizabethan-A room at the Westin St. Francis Hotel (335 Powell St. - enter Geary St. entrance). This will be followed by a Union Square site visit at 11am. Please RSVP by contacting Neal Patel at <a href="mailto:Neal.Patel@sfgov.org">Neal.Patel@sfgov.org</a>. The Department will host a second site visit on Monday, May 8 at 2pm. Please meet at Dewey monument statue in the center of the Plaza. Please RSVP by contacting Neal Patel at <a href="mailto:Neal.Patel@sfgov.org">Neal.Patel@sfgov.org</a>.</td>
</tr>
<tr>
<td>Proposal Due Date</td>
<td><strong>No later</strong> than 3:00pm on Friday, June 9, 2023 Responses must be submitted to the below contact and should include two hard copies (one of which can be easily duplicated) and a flash drive.</td>
</tr>
<tr>
<td>Contact</td>
<td>Neal Patel Recreation and Park Department 501 Stanyan Street San Francisco, CA 94117 415-831-2791 <a href="mailto:Neal.Patel@sfgov.org">Neal.Patel@sfgov.org</a></td>
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# Request for Proposals for Union Square Park Concessions

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## APPENDICES

A – Sample Lease  
B – Café Revenue History  
C – Submittal Requirements Outline  
D – Historic District Design Guidelines  
E – Historic Preservation Commission Motion No. 0443
I. INTRODUCTION

The Recreation and Park Department (“Department”) thanks you for your interest in this Request for Proposals (“RFP”) to manage the café or recreational concessions at Union Square Park (“Union Square” or the “Park”). The Department would like Union Square to be a destination for exceptional services – food or recreational retail – that represent the best of San Francisco, welcomes visitors and San Franciscans alike, and enhances the Union Square visitor experience. Because Union Square is a park under the San Francisco Charter, any lessee activities must serve a recreational purpose, such as providing food and beverage services or providing recreational amenities.

The successful respondent or respondents (“Lessee”) will be responsible for all aspects of the day-to-day operations and maintenance of the café or recreational concessions. The Department will be responsible for maintenance of the Park including lighting and landscaping, event programming and management, and Park safety and security.
We are seeking responses from individuals or entities (partners whose collective experience totaling the required minimum will be accepted) with at least:

- 3 years of management experience for the proposed concession.
- Sufficient financial ability to execute the proposal.

The lease ("Lease") will be negotiated with the City and County of San Francisco ("City") using the City’s standard lease. The standard lease is attached as Appendix A to this RFP. The Lease terms contain a more detailed description of applicable terms and conditions. Respondents to this RFP should carefully review all the standard lease terms before preparing their proposals.
II. THE OPPORTUNITY AND GENERAL INFORMATION

A. The Facility and Surrounding Environment

The Premises: East Complex and West Complex

Union Square is a 2.6-acre public park that is bordered by Post and Geary Streets to the north and south, and Powell and Stockton Streets to the west and east. For more than a century, it has been one of San Francisco’s most important public spaces. It is owned by the City and is under the jurisdiction of the Department.

The premises included in this opportunity are the East Complex and West Complex, which may be bid on separately or together (the “Premises”). The Department prefers to have one lease with a single “master” Lessee for both complexes, but subdivision of the space and subleasing to other Lessees will be considered.
**West Complex**
- Café / Store - 4
- Storage / Flexible Area - 5
- Veranda Seating Area - 6
- Annex Storage Space – 7
- Garage Storage Space (underground)

**East Complex**
- Café / Store – 1
- Storefront Seating Area - 2
- Arbor Seating Area -3
- Garage Storage Space (underground)

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**East Complex**: The East Café / Store Complex (1) is adjacent to Stockton Street. The building’s interior measures approximately 1,012 square feet, with 42 linear feet of glass storefront; the current configuration accommodates seating for approximately 14 people. The Storefront Seating Area (2) measures approximately 485 square feet and accommodates approximately 34 people. The Arbor Seating Area (3) measures approximately 535 square feet and accommodates approximately 36 people.

Storage for the East Complex is located directly below on the first floor of the underground parking garage. The Garage Storage Space is approximately 642 square feet and has been used by past tenants as a food storage and dry prep area. The East Complex does not currently have a cooking facility. The East Complex is licensed to sell alcohol (see Section II.E. for information).
Figure 2 East Complex Café and Outdoor Seating Area

Figure 3 East Complex Arbor Seating Area
Figure 4 East Complex Interior
**West Complex:** The West Complex Café/Store (4) and storage building (5), is adjacent to Powell Street. It measures approximately 930 square feet of indoor space, with 21 linear feet of glass storefront on the east and north sides. Although the current configuration does not provide indoor seating, the north side of the complex (5) could be reconfigured for indoor seating. The Veranda Seating Area (6), which faces the interior of the square and wraps around to the back of the building, is about 600 square feet and seats approximately 34 people. The Annex Storage Space (7) is located on the street level just north of the building and measures 330 square feet. There is a Garage Storage Space with walk in cooler.

The West Complex is separately licensed to sell alcohol (see Section II.E. for information).
Figure 6 West Complex Storage and Flex Area

Figure 7 West Complex
B. Use of Other Areas of Union Square Park

The Premises only include the East and West Complex above and do not include other areas of Union Square including the plaza and the stage. It is possible to request access to those areas for specific activities (for instance outdoor dining or exercise classes), but any use must ensure public access to the park and ensure the park can still be booked for other events and activities including the annual holiday ice rink. Additional storage in the Union Square Garage is negotiable by working with the Department and the SFMTA which manages garage operations.

Note that the City Charter Section 4.113 states that “No building or structure, except for nurseries, equipment storage facilities and comfort stations, shall be erected, enlarged or expanded in...Union Square Park unless such action has been approved by a vote of two-thirds of the Board of Supervisors.”

C. Goals of the RFP

1. Offer signature food or recreational concession that represents the best of San Francisco and that invites public use and enjoyment of Union Square.
2. Provide visitors an exceptional experience that respects Union Square’s history and complements its function as one of San Francisco’s most prominent public spaces.
3. Operate and maintain the premises to the highest standards appropriate to a premier public space in one of the country’s foremost cities.

D. Summary of Roles and Responsibilities

Lessee – The Lessee will have the following roles and responsibilities:

- **Services** – Provide amenities and services that support the use of the park and recreational activities. Examples of services include food and drink, fitness, and entertainment.
- **Hours of operation** – Provide amenities during Park hours. The Park is currently open from 5 a.m. to midnight. Proposal should indicate hours of operation during park hours.
- **Customer service** – Enhance the experience of Union Square. Staff must be professional, committed to excellent customer service, and knowledgeable about Union Square and San Francisco. Customer feedback channels must be maintained and rating services, such as BBB, Google, and Yelp, must be monitored and issues responded to in a positive and timely manner.
- **Tenant improvements** – Lessee must specify the anticipated scope of work, time to complete, and cost of repairs and tenant improvements included in the proposal and be prepared to complete necessary and approved repairs and tenant improvements within 180 days from lease execution.
- **Repairs and maintenance** – Lessee is required to maintain the premises and building systems, as well as the furniture, fixtures, and equipment necessary for operations.
- **Use of Union Square by others** – Accommodate and support other uses of Union Square, including events. Lessee will collaborate with the Department, the Union Square Alliance, and San Francisco Travel to ensure smooth operations and communications of events and other uses. Lessee may not install or operate any equipment that has a deleterious effect on other permitted events or activities, or which unreasonably disturbs visitors' experience of Union Square. Examples of other uses of Union Square throughout the year include a variety of festivals, celebrations, an annual holiday ice rink and private tented events.

**Department** – The Department will have the following roles and responsibilities:

- **Maintenance** – City shall repair and maintain the exterior structural walls as to the load bearing integrity of the buildings and the roof of the buildings.
- **Communications** – Ensure timely communications about routine Park maintenance, events, and other activities that might affect Lessee's operations.
- **Customer service** – Work with Lessee to ensure that visitors to Union Square have an exceptional experience.
- **Inspections** – Conduct periodic site inspections.

**E. Liquor, Food Service and Business Licenses**

Respondents should investigate and will be solely responsible for obtaining and/or maintaining liquor license(s) from the California Department of Alcoholic Beverage Control and any other required licenses, including but not limited to those from the City's Department of Public Health and Treasurer/Tax Collector.

Both locations received a reduced fee Type 47 license because the properties are city owned. Please see Business and Professions Code Section 23824. McCall's currently holds the Type 47 license at each site and is interested in transferring each license to the chosen Lessee(s). The licenses must stay with the particular locations.

**F. Revenue History**

Please see **Appendix B** for charts detailing past café revenues prior to the pandemic.
III. PROPOSED RENT AND KEY LEASE TERMS

The Department anticipates entering into a Lease upon successful completion of negotiations with the selected Respondent. This section briefly describes key lease terms required by the Department. Respondents will be required to indicate acceptance of these key lease terms, and to submit a proposal that is consistent with these terms. The actual terms of the Lease will be negotiated with Department staff and are subject to final approval by the San Francisco Recreation and Park Commission (the “Commission”) and, if required, the San Francisco Board of Supervisors.

A. Form of Agreement
The form of this Lease will be the City’s standard lease. Please see Appendix A for the City’s standard form lease.

B. Percentage Rent
Respondent shall propose a shared revenue plan for a percentage of gross revenue received from the café and other concessions with the percentage for each revenue stream generated must be detailed. The Department will consider an adjustable percentage rent that increases as revenues increase and a different percentage for different revenue streams. Rent due will be the higher of this percentage rent or the minimum annual guarantee described below.
C. Minimum Annual Guarantee
The respondent shall propose a minimum annual guarantee (MAG) lease payment, to be increased annually by CPI and to be paid on a schedule, as determined in the lease negotiations.

D. Capital Improvements
The Department will consider proposals where Lessee would provide improvements to the Premises at Union Square. Respondent shall specify the anticipated scope of work, time to complete, and cost of repairs and tenant improvements included in the proposal and be prepared to complete necessary and approved repairs and tenant improvements within 180 days of lease execution. The Department will entertain a long-term lease, including rent credits, to assist a Lessee in financing and amortizing capital improvements.

E. Term
Respondent may propose a base lease term not less than three years and not more than 15 years. The lease may include options to extend but may not exceed the 15 year limit. A lease of more than 5 years should preferably include significant capital investment to the property. The Department will entertain proposals for any enhancements that will result in increased customer experience, revenue and quality of concessions. Respondents must demonstrate financial capability to undertake any proposed enhancements above and beyond funds necessary to start and continue the normal day-to-day operations.

F. Books and Records
Lessee must demonstrate experience in implementing and following effective and safe cash handling procedures. Lessee will be expected to maintain accurate and complete records, reports and audits and properly store this information. Lessee will be expected to complete all daily, monthly and annual revenue and utilization reports in a format pre-approved by the City.

G. Maintenance/Repairs
The Lessee will be required to maintain and repair the Premises and building systems, as well as the furniture, fixtures, and equipment necessary for operations. The Department will perform maintenance of the Park areas.

H. Utilities
Lessee will pay for utilities and pay the garage operator for their share of trash removal and trash compactor usage. Trash removal is coordinated between the various users. The Lessee is also responsible for installing and maintaining security systems, internet, and phone. The Lessee must purchase, install, and maintain fire alarm systems that meet City standards, including integration for secondary security monitoring by the City’s Department of Technology and Information Services.

I. Parking
There will be no parking included in the Lease for café or concession employees or patrons.

J. As-Is Condition of the Premises
The Premises will be leased to the Lessee on a strictly “As-Is" basis, without representation or warranty by the City.

**K. Subordination**
The City’s fee ownership and rental income stream will not be subordinated.

**L. Security/Deposit/Performance Bond**
The selected Lessee, upon signing the Lease, will be required to provide a security deposit in the amount of $50,000. This may be in the form of a Time Certificate of Deposit or an Irrevocable Letter of Credit. All employees of Lessee shall be bonded.

**M. Assignment and Subletting**
Lessee shall not directly or indirectly (including, without limitation, by merger, acquisition, sale or other transfer of any controlling interest in Lessee), voluntarily or by operation of Law, sell, assign, encumber, pledge or otherwise transfer any part of its interest in or rights with respect to the Premises, the business, any Improvements or its leasehold estate hereunder (collectively, “Assignment”), or permit any portion of the Premises or any Improvements to be occupied by anyone other than itself, or sublet any portion of the Premises or any permitted Improvements thereon (collectively, “Sublease”) without prior written approval from the Department. Any Assignment or Sublease shall be voidable at the option of the City in its sole and absolute discretion; and the General Manager shall have the right to immediately terminate the Lease by sending written notice to Lessee. The City will participate in the net proceeds the tenant receives from the sale, transfer or refinancing of the Concession.
IV. RFP SCHEDULE AND SELECTION PROCESS

A. Submission of Proposals
All proposals must be delivered no later than 3:00pm Friday, June 9, 2023, to the Department addressed to: Neal Patel, Recreation and Park Department, 501 Stanyan Street, San Francisco, CA 94117. Responses should include two hard copies (one of which can be easily duplicated) and one searchable, non-password-protected USB drive.

B. Evaluation by Selection Committee
After the deadline for submission of proposals, a selection committee appointed by the City (“Committee”) will review all conforming proposals. The criteria for evaluating the proposals are described in Section VI of this RFP. Each proposal will be initially reviewed by City staff for completeness, responsiveness to minimum qualifications, and adequacy of documentation. Proposals with significant deficiencies in these areas may receive no further consideration. Respondents that fail to meet the minimum qualifications will be deemed non-responsive and their proposals will not be scored or ranked. All proposals meeting minimum qualifications will be forwarded by City staff to the Committee to determine which proposals best meet the selection criteria. In arriving at its determination, the Committee will evaluate the contents of each proposal and may conduct oral interviews with the respondents. Dates and times of any such interviews will be coordinated by Department staff.
C. Approval by the Commission and Board of Supervisors
The recommendations of the Committee and the negotiated Lease will be presented to the Commission by Department staff for its approval or disapproval or such other further direction as the Commission may give in its sole and absolute discretion. In addition, if the term exceeds 10 years or the rent exceeds $1,000,000 the negotiated Lease will be required to be presented to the San Francisco Board of Supervisors for its approval, which may be given or withheld in its sole and absolute discretion.

D. Proposed Timeline
The City expects to proceed with the RFP selection process on the following schedule:

<table>
<thead>
<tr>
<th>Anticipated Timeline</th>
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<tbody>
<tr>
<td>Publish RFP on Department website</td>
</tr>
</tbody>
</table>
| Pre-Submittal Meeting and Union Square Site Visit #1      | Tuesday April 25, 2023  
  10am Meeting  
  11am Site Visit |
| Union Square Site Visit #2                                | Monday May 8, 2023, 2pm |
| Deadline to submit questions by 3:00pm                    | Wednesday May 24, 2023 |
| Responses to RFP due by 3:00pm                            | Friday June 9, 2023   |
| RFP selection complete and Lease Negotiation              | July/August 2023     |
| Approval of Lease by Recreation and Park Commission Operations Committee | September/October 2023 |
| Approval of Lease by Full Recreation and Park Commission  | September/October 2023 |
| Approval of Lease by Board of Supervisors if Needed       | tbd                 |

E. Pre-Submittal Meeting and Questions
Although attendance is not required, a pre-submittal meeting and two site visits will be open to all prospective respondents. The meeting is an opportunity for respondents to learn about the RFP process and the site visit will be an opportunity to visit the concession and storage spaces. The meeting will be in the Elizabethan-A conference room located in the Westin St. Francis Hotel at 335 Powell St, San Francisco (enter through the Geary Street entrance) at 10am on Tuesday, April 25 followed by a site visit. The second site visit will begin at the Dewey Monument in the middle of Union Square Plaza at 2pm on Monday, May 8. Please contact Neal Patel at Neal.Patel@sfgov.org to RSVP.

Department staff will address questions and provide any new information then available at the pre-submittal meeting. Questions may be answered verbally at the conference. Department staff will also provide written responses to substantive and procedural questions raised at the pre-submittal conference, which may clarify verbal responses previously given. Only written responses will be deemed final.

Any requests for information or clarification of this RFP other than those raised at the pre-submittal meeting must be submitted in writing by email to Neal Patel at Neal.Patel@sfgov.org
before 3pm, Wednesday, May 24, 2023. Except for inquiries at the pre-submittal conference, no verbal inquiries will be answered.

Written responses to all questions directed to Department staff at the pre-submittal conference or in writing by the specified date will be posted on the department’s web page for this RFP and notice of the posting will be sent to all interested parties who register with the department before the deadline specified above. Therefore, the Department strongly recommends that interested parties register for this RFP on the department’s website and consult the website frequently to determine if new information regarding the RFP is available.

F. Limitation of Communications During Solicitation

From the date this RFP is issued until the date the competitive process of this RFP is completed (either by cancelation or final Award), Respondents and their subcontractors, vendors, representatives and/or other parties under Respondent’s control, shall communicate solely with Neal Patel at Neal.Patel@sfgov.org (the “RFP Administrator”). Any attempt to communicate with any party other than the RFP Administrator including any City official, members of the Commission, representative or employee is strictly prohibited. Failure to comply with this communications protocol may, at the sole discretion of Department, result in the disqualification of the Respondent or potential Respondent from the competitive process. This protocol does not apply to communications with the City regarding business not related to this RFP.
V. SUBMITTAL REQUIREMENTS – THE PROPOSAL

The proposal must demonstrate the vision, qualifications, competence, and ability to lease the Department’s property and serve the public. The selection committee will evaluate proposals according to the RFP’s submittal requirements. Proposals must include all information requested and must follow the numbering scheme provided and include headings. See Appendix C for the required response outline.

Respondents must submit two (2) printed copies (in a format that allows them to be photocopied) of their proposal and one searchable, non-password-protected USB drive with the proposal as a pdf with any relevant spreadsheets.

Proposals are subject to the City’s Sunshine Ordinance; once a lease agreement is executed, proposals and other communications from interested parties are available to the public upon request. Respondents must clearly mark financial materials that they believe to be proprietary and protected from disclosure. To the extent permitted by law, the Department will attempt to maintain the confidentiality of financial materials marked proprietary.

In order to be eligible for evaluation, respondents must satisfy the Minimum Qualification Requirements (MQRs) stated below. If a respondent is proposing lease terms to be satisfied and/or operations to be performed by more than one entity, all proposed entities must meet the MQRs.
Submittal Requirements

1) Title Page

Provide the RFP title; the respondent’s name; the name, address, telephone number, and email of respondent's main point of contact; and the date of the submittal.

2) Table of Contents

Include clear identification of the submittal material by numbered sections that follow the RFP outline.

3) Executive Summary

The respondent must submit an executive summary of up to five (5) pages that highlights those aspects of the proposal that make it responsive to the Department’s objectives. Include the vision for the concession(s), the proposed general management philosophy, and customer service strategy. The executive summary must, at a minimum, describe the proposed services, the backgrounds and pertinent experience of each of the parties comprising the management team, and the respective responsibilities of the sales and/or service team.

4) Respondent’s Identification and Business Structure

Describe the individual(s), companies, or other entities that make up the “respondent” to this RFP, including the size, business structure, and range of activities. Particular emphasis should be given to how the respondent’s collective experience will be brought to bear to achieve the Department’s objectives.

Describe the legal structure of the entity submitting the proposal (i.e., sole proprietor, limited liability company (LLC), partnership, corporation, etc.). If a partnership, LLC or corporation, indicate the ownership, rights, and roles of each member of the LLC, partner of the partnership or shareholder of the corporation. Single proposers, consisting of consortiums, joint ventures, or other partnership ventures must clearly establish that lease negotiation responsibilities will rest solely with one individual within the respondent’s firm or legal entity. List the principals of submitting entities, identify the designated contact person, and provide the contact’s address, phone number, and email.

State whether your organization is national, regional, or local; provide the legal address of the respondent’s headquarters.

5) Minimum Qualification Requirements (MQR)

Please describe briefly how your proposal meets each of the following requirements (later responses will need to support this summary):

- 3 years of management experience for the proposed concession.
- Sufficient financial ability to execute the proposal.
- The proposal serves a recreational purpose such as offering food and beverage or concessions that provide recreational amenities.
Respondents must demonstrate that they meet both the experience and financial ability thresholds for this proposal by providing formal documentation and signed letters of reference as exhibits.

6) **Experience and Qualifications**

   **A. Respondent’s Overall Experience**
   
   I. Describe Respondent’s experience operating a concession of a similar size, business model, and setting, including concessions located on public lands or at tourist locations.
   
   II. Provide a verifiable track record of success in similar or related business operations.

   **B. Respondent’s Team Members and Specific Past Experience**
   
   I. **Description of Management Team**: Describe the proposed management and operations team (the “Management Team”), detailing roles and responsibilities, expertise, and estimated weekly work hours of each member.
   
   II. **Management Team Experience**: For each of the Management Team members, provide relevant experience including number of years, type of business, positions held, special training, education, certifications, and level of authority.
   
   III. **Other Experience**: For the Respondent, principals, members of the management team or partners
   
   a. **Provide** the name and location of existing operations and any operations managed in the past five (5) years.
   
   b. **Explain** if they have been involved in litigation within the last ten (10) years, or if there is pending litigation.
   
   c. **Describe** any failures to manage and operate the type of concession being proposed. Where were these concessions located, what services were offered, and why did the venture fail? If a contract was terminated, explain why.

   **C. References**: Respondents must provide at least six (6) references from persons in senior level management positions with entities that have done business with respondent. The Department will contact at least the three (3) of the references provided. Respondents must provide the following information for each of the references identified.
   
   I. Name of company/agency, with phone number and email address for the specific reference contact.
   
   II. Description of the reference’s association with the respondent.
   
   III. Type and size of concessions managed and operated, including dates of operation and annual revenues.

   The reference questions will be sent via email. Make sure that the references provided are aware that they will be receiving a Reference Form from the City of San Francisco that must be returned by a specified date.

7) **Operations Plan**

   **A. Respondent’s Overall Plan**: Discuss how the proposed concession represents the best of San Francisco and enhances the experience of Union Square.
B. Proposed Offerings
   I. Describe food and beverage, merchandising, recreational, and other offerings and pricing.
   II. Describe any other retail offerings.
   III. Describe options for table seating or other activities.
   IV. Describe any other amenities or activities.

C. Hours of Operations: Describe proposed hours of operation by day including holidays.

D. Layout: Describe proposed layout for operations. Include use of the Union Square Plaza or any garage areas. Include proposed changes to the current layout.

E. Marketing Plan: A business and marketing plan describing respondent’s specific ideas for operating the café, recreation, and/or retail concessions in a way that achieves the City’s goals should be included. At a minimum, the plan should describe how respondent plans to:
   I. Promote Union Square as a destination for visitors and locals through the café menu(s), recreational opportunities, and retail merchandise.
   II. Develop marketing plans and other means of attracting San Francisco visitors and locals.
   III. Interact with various community groups including the Union Square Alliance.
   IV. How proposed concession reflect the best of San Francisco including affordable options for both adults and children and offer healthy and high-quality food offerings as recommended in SF Administrative Code Sec 4.9-1(e).

F. Daily Operations: Describe management and daily operations, with a discussion of the following:
   I. Management Plan, including qualifications of onsite management staff including involvement of principals in daily operations.
   II. Staffing Plan
      a. Customer service training, including strategies for ensuring that staff are knowledgeable about Union Square and are prepared to be welcoming ambassadors for San Francisco.
      b. Staff training to assist customers who speak different languages.
      c. Formal safety policies and procedures, including onsite emergency and first aid response.
      d. Harassment prevention, diversity, cultural competency and other trainings.
      e. Background checks.
   III. Plan for Job Opportunities
      a. Create or retain jobs for San Francisco residents, especially encouraging locally owned business enterprises (LBE) with an equal opportunity to compete for and participate in project development and operations.
      b. Hiring plan to create jobs and career opportunities for economically disadvantaged persons.
   IV. Plan for Fluctuating Demand: System for accommodating a fluctuating volume of customers including staffing and customer seating, with emphasis on peak periods.
V. **Payment Systems**: System for handling payments, including in-store point of sale and web-based systems, as well as processes for managing receipts, cash handling, reporting, and audits.

VI. **Maintenance and Cleaning**: Describe plans to monitor, inspect, maintain and clean the cafés, surrounding patio areas, and storage areas.

VII. **Start Up**: Describe any proposed difference between startup operations and full implementation.

G. **Proposed Capital Improvements**: Describe any proposed tenant improvements (include plans and renderings) and how those proposed tenant improvements, including storefront and signage, will benefit your operation and are consistent with the historic character of Union Square.

8) **Business Plan/Pro Formas**: Provide a Business Plan with financial projections and five-year pro formas, including, but not limited to:
   A. Start-up investments, including but not limited to tenant improvements, furniture, fixtures, equipment (FF&Es), supplies, and materials.
   B. Anticipated income from all revenue sources broken down by category.
   C. Anticipated expenses by category.

9) **Financial Ability**
   A. Submit evidence of financial ability to fulfill commitments, including the ability to fund start up needs. Show the source of funds for improvements and start-up expenses.
   B. Submit business profit and loss statements, detailing sources of revenue and expenses for the previous two calendar years.
   C. Provide copies of insurance certificates for current coverage of similar operations.
   D. During exclusive negotiations with the selected respondent (but before lease execution), the respondent will be required to submit two years of signed business tax returns, including all pages that are consistent with the profit and loss statements submitted as a part of respondent’s proposal. In addition, the respondent may also be required to provide an executed IRS Form 4506-T (Request for Transcript of Tax Return) with the City and County of San Francisco listed as the third-party to receive the transcript.

10) **Proposed Term and Financial Terms**
    A. Proposed term of the Lease together with any proposal for extensions with explanation for proposed term and extensions.
    B. Percentage Rent based upon percentage of gross revenues, which may vary by type of revenue, year, and total revenue.
    C. Minimum Monthly Guarantee (MMG) Base Rent, which may vary by month, season, or year.
    D. Investment required for proposed start up and tenant improvements and any proposed rent abatements.
    E. Any additional proposed lease terms upon which respondent’s business operations are contingent.

11) **Project Feasibility**
Make a summary case for how the proposal meets the Department’s objectives and how the respondent will achieve the vision presented in the proposal.
Delineate how any proposed improvements are consistent with the guidelines presented in “Historic District Design Guidelines” (Appendix D) and the Historic Preservation Commission Motion No. 0443 (Appendix E); how the project will approach the permitting process; and how the operation will be up and running within 180 days of lease execution.

12) **Earnest Money Deposit**
Each respondent must submit with the proposal an earnest money deposit in the amount of a $1,000 cashier's check payable to the Department. Submittals without the earnest money deposit will be deemed non-responsive. Earnest money deposits will be refunded, without interest, to respondents not selected for exclusive negotiations. The earnest money deposit of the respondent selected for exclusive negotiations is nonrefundable, whether or not negotiations result in an operating agreement.
VI. EVALUATION OF PROPOSALS AND AWARD

A. Selection Process Generally
All proposals will be evaluated by the Department in accordance with the criteria and procedures identified in this RFP. Without limiting any of its rights described in Section VII below, the Department reserves the right in its discretion to make a selection based directly on the proposals submitted or to negotiate further with one or more of the respondents. The respondent selected under this RFP will be chosen on the basis of its apparent ability to best meet the overall objectives of the City, as ultimately determined by the Recreation and Park Department in their sole and absolute discretion.

Each proposal will be initially reviewed by the Department staff for demonstration of meeting minimum qualifications, completeness, responsiveness, and adequacy of documentation. Proposals with significant deficiencies in these areas may receive no further consideration.

A selection panel shall assist Department staff with this review and shall score the proposals according to the point system and criteria listed below. Interviews with individual respondents and/or public presentations may be required. In addition, staff may, at its sole discretion, independently investigate the qualifications of certain respondents and/or conduct interviews with members of certain respondents’ teams. The Department reserves the right to request clarification or additional information from a respondent.
B. Selection Criteria

1. Minimum Qualifications. Each respondent must possess and demonstrate the following minimum qualifications to be considered as a possible candidate for this opportunity:
   a. Three years of management experience for the proposed concession.
   b. Sufficient financial ability to execute the proposal.

Because Union Square is a park, each proposal must serve a recreational purpose such as offering food and beverage or concessions that provide recreational amenities.

Any proposal that does not demonstrate that the Respondent meets these minimum requirements by the deadline for submittal of proposals will be considered non-responsive and will not be eligible for award of the contract.

2. Evaluation Criteria. The selection committee will use the following weighted criteria to evaluate proposals:
   a. Experience (20 Points)
   b. Operations Plan (20 Points)
   c. Business Plan and Financial Projections (15 Points)
   d. Financial Ability (15 Points)
   e. Proposed Financial Terms (15 Points)
   f. Project Feasibility (15 Points)

C. Selection Committee

Following the Department’s receipt of submittals, the Department will implement the evaluation process of timely, complete and responsive submittals from qualified respondents. A Selection Committee will evaluate the submittals of each respondent based on the minimum qualifications and selection criteria as outlined above. Selected respondents may be interviewed by the Selection Committee. Those submittals meeting the minimum qualifications will be scored and ranked by the Selection Committee.

The Department reserves the right to request clarification or additional information from individual respondents and to request that some or all respondents make presentations to Department staff, the Recreation and Park Commission, community groups and/or others. The City further reserves the right to make an award without further clarification of proposals received.

A selection panel shall assist staff with this review and shall score the proposals according to the point system and criteria listed under “Selection Criteria” above. Interviews with individual respondents and/or public presentations may be required. In addition, staff may, at its sole discretion, independently investigate the qualifications of certain respondents and/or conduct interviews with members of certain respondents’ team. The Department reserves the right to request clarification or additional information from a respondent.

The Selection Committee will be instructed to score the proposals based upon how completely respondents responded to the requested information outlined in this RFP, the quality,
professionalism, vision and appropriateness of such responses, and the level of experience and expertise demonstrated by the responses.

Following the submittal process, Respondents may be invited to interviews with a selection panel. Interviews will consist of standard questions asked of Respondents and clarifying questions regarding individual submissions. The lead staff of the Respondent should be present for the interview as well as the lead staff of any partners and parties authorized to negotiate a contract. Information provided to the panel from the interviews may be used during the scoring process and evaluated using the same evaluation criteria that the selection panel will use to score the written proposals.

D. Exclusive Negotiations

For an exclusive negotiating period of up to 30 days, after the Department finalizes the selection, the City will attempt to negotiate with the selected Lessee, a Lease that is consistent with the standard form of lease, containing the standard lease attached as Appendix A, the terms of this RFP and the successful respondent's proposal. Upon successful agreement to all terms of the Lease, the proposed lease will be taken to the Commission for approval.

The period of exclusive negotiations may be extended solely at the City's option. In the event the General Manager of the Department determines that such negotiations are not proceeding satisfactorily due to the fault of the selected respondent, the City may commence negotiations with another respondent or begin the selection process anew. All fees and deposits made to City by the respondent are nonrefundable.
VII. TERMS AND CONDITIONS FOR RECEIPT OF PROPOSAL

A. Errors and Omissions in RFP

Respondents are responsible for reviewing all portions of this RFP. Respondents are to promptly notify the Department, in writing, if the respondent discovers any ambiguity, discrepancy, omission, or other error in the RFP. Any such notification should be directed to the Department promptly after discovery, but in no event later than five (5) working days prior to the date for receipt of proposals. Modifications and clarifications will be made by addenda as provided below. The square footage information provided in this RFP are estimates and should be verified by each respondent.

B. Inquiries Regarding RFP

Inquiries regarding the RFP and all verbal notifications of intent to request written modification or clarification of the RFP, must be directed via email to Neal.Patel@sfgov.org.

C. Change Notices

The Department may modify the RFP, prior to the proposal due date, by issuing Change Notices, which will be posted on the website. The respondent shall be responsible for ensuring that its proposal reflects any and all Change Notices issued by the Department prior to the proposal due date regardless of when the proposal is submitted. Therefore, the City
recommends that the respondent consult the website frequently, including shortly before the proposal due date, to determine if the respondent has downloaded all Change Notices.

D. Term of Proposal

Submission of a proposal signifies that the proposed services and prices are valid for 120 calendar days from the proposal due date and that the quoted prices are genuine and not the result of collusion or any other anti-competitive activity.

E. Revision of Proposal

A respondent may revise a proposal on the respondent’s own initiative at any time before the deadline for submission of proposals. The respondent must submit the revised proposal in the same manner as the original. A revised proposal must be received on or before the proposal due date.

In no case will a statement of intent to submit a revised proposal, or commencement of a revision process, extend the proposal due date for any respondent.

At any time during the proposal evaluation process, the Department may require a respondent to provide oral or written clarification of its proposal. The Department reserves the right to make an award without further clarifications of proposals received.

F. Responsible Proposals

No proposals will be accepted from any person, firm, partnership, corporation or other entity that is in arrears upon any obligation to the City or that otherwise may be deemed irresponsible, unreliable or unqualified by the City.

G. One Proposal per Respondent

Only one proposal will be accepted from any one firm or corporation, or affiliated entities; however, several alternatives may be included in one proposal, and as noted above, joint ventures or similar arrangements are permitted.

H. Grounds for Rejection

Any false, incomplete, or unresponsive statements in connection with a proposal may be cause for its rejection at the City's discretion. Any judgment as to the significance of any falsity, incompleteness, or unresponsiveness associated with a proposal shall be the prerogative of the City and its judgment shall be final.

I. Invitation to Submit Proposals, no Obligations by City to Contract

This RFP is only an invitation to submit proposals and does not commit the City in any way to enter into a Lease or other agreement or to proceed with the RFP. In addition, the issuance of this RFP does not obligate the City to pay any costs incurred by any Respondent in connection with (i) the preparation of a response to this RFP, (ii) any supplements or modifications of this RFP or (iii) negotiations with the City or other party arising out of or relating to this RFP. All costs incurred in the preparation and presentation of any proposal in response to this RFP shall be borne solely by the respondent.

J. Proposal as a Public Record

All documents under this solicitation process are subject to public disclosure per the California Public Records Act (California Government Code Section §6250 et. Seq) and the San Francisco Sunshine Ordinance (San Francisco Administrative Code Chapter 67). Contracts,
Proposals, responses, and all other records of communications between the City and Proposers shall be open to inspection immediately after a contract has been awarded. Nothing in this Administrative Code provision requires the disclosure of a private person’s or organization’s net worth or other proprietary financial data submitted for qualification for a contract or other benefit until and unless that person or organization is awarded the contract or benefit. The Respondent will clearly designate those financial records which it in good faith determines to be a trade secret or confidential propriety information protected from disclosure under applicable law. To the extent permitted by law, the City will attempt to reasonably maintain the confidentiality of such financial information consistent with the City’s general practices for maintaining the confidentiality of such information, as discussed below. However, the City will not under any circumstances be responsible for any damages or losses incurred by a Respondent or any other person or entity because of the release of such financial information.

If the City receives a Public Records Request (“Request”) pertaining to this solicitation, City will use its best efforts to notify the affected Proposer(s) of the Request and to provide the Proposer with a description of the material that the City deems responsive and the due date for disclosure (“Response Date”). If the Proposer asserts that some or all of the material requested contains or reveals valuable trade secret or other information belonging to the Proposer that is exempt from disclosure and directs the City in writing to withhold such material from production (“Withholding Directive”), then the City will comply with the Withholding Directive on the condition that the Proposer seeks judicial relief on or before the Response Date. Should Proposer fail to seek judicial relief on or before the Response Date, the City shall proceed with the disclosure of responsive documents.

K. Return of Materials

The City will not return proposals, or any information submitted in connection with a proposal unless the Respondent has properly designated financial portions of the proposal as confidential at the time of proposal in accordance with the terms above and has then clearly requested that such information be returned, and provided that the City is legally permitted to return such documents.

L. Right to Disqualify

The City reserves the right to disqualify any Respondent to this RFP based on any real or apparent conflict of interest that is disclosed by the responses submitted, misrepresentation or false statements in proposal, or other data available to the City. This disqualification is at the sole discretion of the City.

M. Waiver of Claims Against City

The Respondent shall not obtain by its response to this RFP any claim against the City by reason of any or all of the following: any aspect of this RFP, the selection process or any part thereof, any informalities of defects in the selection process, the rejection of any offer or all such offers, the acceptance of any offer, entering into any lease, the failure to enter into any such lease, any statement, representations, acts or omissions of the City or its agents, the exercise of any discretion set forth in or concerning any of the foregoing; and any other matters arising out of all or any of the foregoing.

N. Objections to RFP Terms.

Should a Respondent object on any ground to any provision or legal requirement set forth in
this RFP, the respondent must, not more than ten (10) calendar days after the RFP is issued, provide written notice to the City setting forth with specificity the grounds for the objection. The failure of a respondent to object in the manner set forth in this paragraph shall constitute a complete and irrevocable waiver of any such objection.

Without limiting the generality of the foregoing, the information presented in or in connection with this RFP is provided solely for the convenience of the interested parties. It is the responsibility of interested parties to assure themselves that any information contained in or related to this RFP is accurate and complete. No representations, assurances, or warranties pertaining to the accuracy of such information are or will be provided by the City or its consultants and no claim may be brought against the City or any of their respective consultants as a result of the presentation of such information, irrespective of its accuracy, completeness or general utility.

O. Errors and Omissions in Proposal

Failure by the Department to object to an error, omission, or deviation in the proposal will in no way modify the RFP or excuse the vendor from full compliance with the specifications of the RFP or any contract awarded pursuant to the RFP.

P. Financial Responsibility

The City accepts no financial responsibility for any costs incurred by a firm in responding to this RFP. Submissions of the RFP will become the property of the City and may be used by the City in any way deemed appropriate.

Q. Respondent’s Obligations under the Campaign Reform Ordinance

Respondents must comply with Section 1.126 of the S.F. Campaign and Governmental Conduct Code, which states:

No person who contracts with the City and County of San Francisco for the rendition of personal services, for the furnishing of any material, supplies or equipment to the City, or for selling any land or building to the City, whenever such transaction would require approval by a City elective officer, or the board on which that City elective officer serves, shall make any contribution to such an officer, or candidates for such an office, or committee controlled by such officer or candidate at any time between commencement of negotiations and the later of either (1) the termination of negotiations for such contract, or (2) three months have elapsed from the date the contract is approved by the City elective officer or the board on which that City elective officer serves.

If a respondent is negotiating for a contract that must be approved by an elected local officer or the board on which that officer serves, during the negotiation period the respondent is prohibited from making contributions to:

- the officer’s re-election campaign
- a candidate for that officer’s office
- a committee controlled by the officer or candidate.

The negotiation period begins with the first point of contact, either by telephone, in person, or in writing, when a contractor approaches any city officer or employee about a particular contract, or a city officer or employee initiates communication with a potential contractor about a contract. The negotiation period ends when a contract is awarded or not awarded to the
contractor. Examples of initial contacts include: (1) a vendor contacts a city officer or employee to promote himself or herself as a candidate for a contract; and (2) a city officer or employee contacts a contractor to propose that the contractor apply for a contract. Inquiries for information about a particular contract, requests for documents relating to a Request for Proposal, and requests to be placed on a mailing list do not constitute negotiations.

Violation of Section 1.126 may result in the following criminal, civil, or administrative penalties:

1. Criminal. Any person who knowingly or willfully violates Section 1.126 is subject to a fine of up to $5,000 and a jail term of not more than six months, or both.
2. Civil. Any person who intentionally or negligently violates Section 1.126 may be held liable in a civil action brought by the civil prosecutor for an amount up to $5,000.
3. Administrative. Any person who intentionally or negligently violates Section 1.126 may be held liable in an administrative proceeding before the Ethics Commission held pursuant to the Charter for an amount up to $5,000 for each violation.

For further information, respondent should contact the San Francisco Ethics Commission at (415) 581-2300.

R. Public Access to Meetings and Records

If a respondent is a non-profit entity that receives a cumulative total per year of at least $250,000 in City funds or City-administered funds and is a non-profit organization as defined in Chapter 12L of the S.F. Administrative Code, the respondent must comply with Chapter 12L. The respondent must include in its proposal (1) a statement describing its efforts to comply with the Chapter 12L provisions regarding public access to respondent’s meetings and records, and (2) a summary of all complaints concerning the respondent’s compliance with Chapter 12L that were filed with the City in the last two years and deemed by the City to be substantiated. The summary shall also describe the disposition of each complaint. If no such complaints were filed, the respondent shall include a statement to that effect. Failure to comply with the reporting requirements of Chapter 12L or material misrepresentation in respondent’s Chapter 12L submissions shall be grounds for rejection of the proposal and/or termination of any subsequent Agreement reached on the basis of the proposal.

S. Reservations of Rights by the City

The issuance of this RFP does not constitute an agreement by the City that any contract will actually be entered into by the City. The City expressly reserves the right at any time to:

1. Waive or correct any defect or technical error in any response, proposal, or proposal procedure;
2. Reject any or all proposals;
3. Reissue a Request for Proposals;
4. Prior to submission deadline for proposals, modify all or any portion of the selection procedures, including deadlines for accepting responses, the specifications or requirements for any materials, equipment or services to be provided under this RFP, or the requirements for contents or format of the proposals;
5. Request that certain or all respondents to this RFP supplement or modify all or certain aspects of the information or proposals submitted;
6. Procure any materials, equipment or services specified in this RFP by any other means; or
7. Determine that no project will be pursued.

T. No Waiver

No waiver by the City of any provision of this RFP shall be implied from any failure by the City to recognize or take action on account of any failure by a respondent to observe any provision of this RFP.

U. Protests

Within five (5) working days of the City's issuance of a notice of non-responsiveness, any firm that has submitted a proposal and believes that the City has incorrectly determined that its proposal is non-responsive may submit a written notice of protest. Such notice of protest must be received by the City on or before the fifth working day following the City's issuance of the notice of non-responsiveness. The notice of protest must include a written statement specifying in detail each one of the grounds asserted for the protest. The protest must be signed by an individual authorized to represent the respondent, and must cite the law, rule, local ordinance, procedure or RFP provision on which the protest is based. In addition, the protestor must specify facts and evidence sufficient for the City to determine the validity of the protest.

- Protest of Contract Award

Within five (5) working days of the City's issuance of a notice of intent to award the contract, any firm that has submitted a responsive proposal and believes that the City has incorrectly selected another respondent for award may submit a written notice of protest. Such notice of protest must be received by the City on or before the fifth working day after the City's issuance of the notice of intent to award.

The notice of protest must include a written statement specifying in detail each and every one of the grounds asserted for the protest. The protest must be signed by an individual authorized to represent the respondent, and must cite the law, rule, local ordinance, procedure or RFP provision on which the protest is based. In addition, the protestor must specify facts and evidence sufficient for the City to determine the validity of the protest.

- Delivery of Protests

All protests must be received by the due date. If a protest is mailed, the protestor bears the risk of non-delivery within the deadlines specified herein. Protests should be transmitted by a means that will objectively establish the date the City received the protest. Protests or notice of protests made orally (e.g., by telephone) will not be considered. Protests must be delivered to:

San Francisco Recreation and Park Department
Attn: Neal Patel
501 Stanyan Street
San Francisco, CA 94117
Appendix A
Standard City Lease

For a copy of the Standard City Lease, please go to
https://sfrecpark.org/DocumentCenter/View/20080/RPD-Std-Lease--Union-Square or contact Neal Patel at Neal.Patel@sfgov.org.
# Appendix B

## Cafe Revenue History

### Previous Tenant Rent Terms

<table>
<thead>
<tr>
<th>Tenant</th>
<th>Period</th>
<th>Annual/Month-to-Month</th>
<th>Base Rent</th>
<th>Percentage Rent</th>
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<tr>
<td>Emporio Rulli’s</td>
<td>2014-2019</td>
<td>Annual</td>
<td>$22,916.66/month</td>
<td>8% gross receipts</td>
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<tr>
<td>McCall’s</td>
<td>2021-current</td>
<td>Month-to-Month</td>
<td>N/A</td>
<td>6% gross receipts (up to $250,000/month)</td>
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<td>8% gross receipts (over $250,000/month)</td>
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### Appendix B

**Café Revenue History (cont.)**

<table>
<thead>
<tr>
<th>Union Square Cafés: Sales &amp; Rent from 2014 through 2017</th>
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<tr>
<td><strong>2014</strong></td>
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<tr>
<td>Base Rent</td>
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<tr>
<td>% Rent</td>
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<tr>
<td>Rent</td>
</tr>
<tr>
<td>Gross Sales</td>
</tr>
<tr>
<td>Base Rent</td>
</tr>
<tr>
<td>% Rent</td>
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<tr>
<td>% minus Base</td>
</tr>
<tr>
<td>Rent</td>
</tr>
<tr>
<td><strong>2016</strong></td>
</tr>
<tr>
<td>Base Rent</td>
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<tr>
<td>% Rent</td>
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<tr>
<td>% minus Base</td>
</tr>
<tr>
<td>Rent</td>
</tr>
<tr>
<td><strong>2017</strong></td>
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<tr>
<td>Gross Sales</td>
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<tr>
<td>Base Rent</td>
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<tr>
<td>% Rent</td>
</tr>
<tr>
<td>% minus Base</td>
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<tr>
<td>Rent</td>
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Appendix B

Café Revenue History (cont.)

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<td>$22,917</td>
<td>$22,917</td>
<td>$275,065</td>
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Incomplete revenue data starting in 2020 due to COVID disruption in tenancy. The café spaces were open intermittently and the East Complex is currently not in operation.
Appendix C
Submittal Requirements Outline

Responses must be organized in the following format:

1) Title Page

2) Table of Contents

3) Executive Summary

4) Respondent’s Identification and Business Structure

5) Minimum Qualification Requirements (MQR)

6) Experience and Qualifications
   A. Respondent’s Overall Experience
   B. Respondent’s Team Members and Specific Past Experience
      I. Description of Management Team
      II. Management Team Experience
      III. Other Experience
   C. References

7) Operations Plan
   A. Respondent’s Overall Plan
   B. Proposed Offerings
   C. Hours of Operations
   D. Layout
   E. Marketing Plan
   F. Daily Operations
      I. Management plan
      II. Staffing Plan
      III. Plan for Job Opportunities
      IV. Plan for Fluctuating Demand
      V. Payment Systems.
      VI. Maintenance and Cleaning
VII. Start Up
VIII. Consideration for LBE

G. Proposed Capital Improvements

8) Business Plan/Pro Formas
9) Financial Ability
10) Proposed Term and Financial Terms
11) Project Feasibility
Appendix D

Historic District Design Guidelines

Source: Architectural Resources Group (ARG) Pier 9, Embarcadero, Suite 107, SF CA 94111

Union Square Background

Union Square Park is located within the Kearney Market Mason Sutter Conservation District (KMMS District). As such, exterior changes to buildings and signage are subject to approval by The Department and the San Francisco Planning Department (Planning). The following applies to changes within the KMMS District.

- Union Square Park located in the KMMS District is subject to Article 11 of the Planning Code. Generally, minor changes are reviewed and approved by Planning staff.
- All modifications to interior features are subject to approval by The Department and require a City of San Francisco building permit.
- All proposed exterior changes including compliance with the city’s sign ordinance is subject to review by Planning.
- The San Francisco Planning Code requires that storefronts must maintain transparent windows that allow visibility into the business. Signage will be evaluated for compliance with the Standards for Storefront Transparency (https://default.sfplanning.org/publications_reports/Guidelines_Storefront_Transparency-112513.pdf)
- Section 1111.6 of the Planning Code requires the application and approval of signs pursuant to Article 6 including the proposed location, materials, typeset, size of lettering, means of illumination, method of replacement, or the attachment so that the special architectural, historical or aesthetic significance of the subject building or the Conservation District are preserved.

Park renovations were completed in 1997. Its buildings and structures reflect a modern appearance whose character defining features are as follows:

- Buildings and shade structures are low in profile with projecting canopies, open into the park with entrances, seating, and patron queuing within the park setting.
- Large expanses of glass are oriented toward the park’s interior and away from bordering public streets that define the park’s boundaries.
- Adjacent to service/retail structures are areas designated for patron use adjacent to the park’s open space and shade structures open to the public.

Design Guidelines:

The KMMS District Design Guidelines are intended to address new major buildings and large-scale additions. Therefore, SF Planning staff will review each application for compatibility with the park’s modern features and apply requirements as required by the Planning Code.
The following are suggestions in approaching changes to the current facilities:

**Interior:**

- Place equipment and other large-scale interior furnishings away from windows to increase light and visibility to the interior.
- Maintain ADA access for patrons and staff.

**Exterior:**

- Business and Services Identification:
  1) Locate signs within the lower 1/3 of glazed areas for greatest pedestrian visibility.
  2) Orientation to park users.
  3) Use screen printed lettering applied to glass for greatest visibility of products and services.
  4) Provide information including operating hours, menus, service offerings, or product advertising adjacent to concession entrances, ticket windows, or service counters.

- Site Furnishings:
  1) Tables and Chairs: Select tables and chairs that can be stored during non-operating hours.
  2) Umbrellas: Select umbrellas capable of shading patrons and designed to withstand the city’s winds.
Appendix E
Historic Preservation Commission Motion No. 0443

Please follow this link for Historic Preservation Commission Motion No. 0443